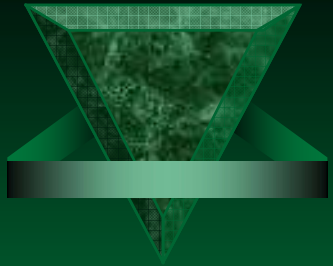


PiezoWorld

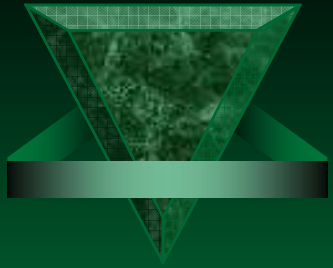
Business Plan

Report Documentation Page				Form Approved OMB No. 0704-0188	
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14. ABSTRACT					
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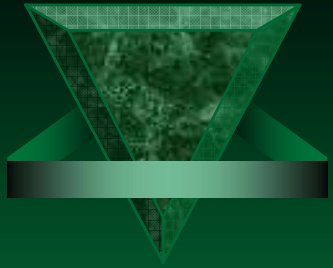
# Mission Statement

- ✓ Create an online community of researchers, professionals, business personnel and students associated or in anyway connected with piezoelectricity.



# The Team

- ✓ PiezoWorld Core Team
- ✓ I.C.A.T. – Prof. Kenji Uchino
- ✓ Affiliated Institutions
  - Universities
  - Companies
  - Research Laboratories

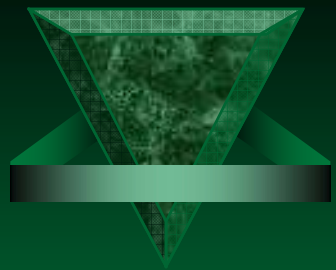


# Market Summary

## Diversified Electronics

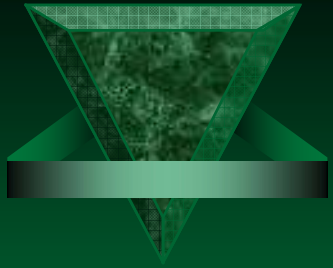
Gross Profit Margin	31.37%
Price/Sales Ratio	1.61
Revenue Per Share	\$9.07

- A growing industry with diversified products
- Dispersed Knowledgebase



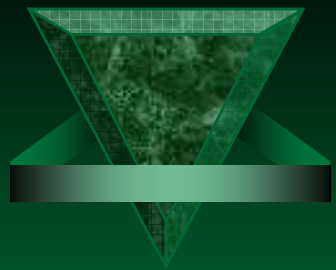
# Opportunities

- ✓ Problems and opportunities:
  - Fragmented market forces
  - Complex sourcing (buyer-seller relationship)
  - Lack of technical information exchange
  - Deficiency in Research and Industry interaction
  - New Channels of Technological Advancement



# Business Concept

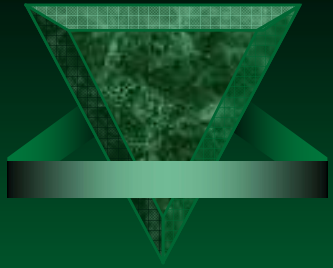
- ✓ Web Centric Framework
- ✓ “Link Manager” – Online Directory
- ✓ B2B Market Center
- ✓ Piezoelectric Solutions
- ✓ Discussion Forum and Consultancy



# Goals & Objectives

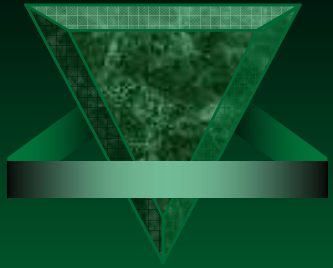
- ✓ Two-year goals
  - Complete B2B Market center
  - Online knowledgebase
  - Partnership with leading industry players
  - New Research initiatives and Design concepts exploration





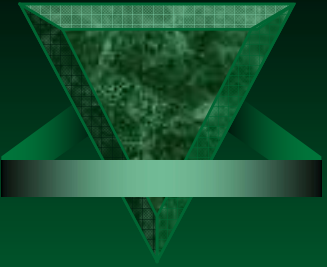
# Financial Plan

- ✓ Membership based income
- ✓ Consultancy charges
- ✓ Commission on online trading
- ✓ Exclusive article/publication sales
- ✓ Advertisement/Directory Management



# Resource Requirements

- ✓ Technology requirements
- ✓ Personnel requirements
- ✓ Resource requirements
  - Financial, distribution, promotion, etc.
- ✓ External requirements
  - Products/services/technology required to be purchased outside company



# Risks & Rewards

## ✓ Risks

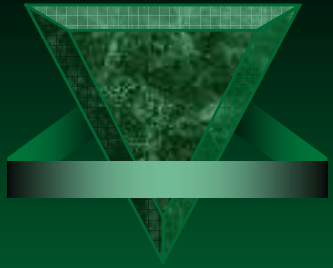
- Absence of business specific protocols
- Insufficient support from industry

## ✓ Addressing risk

- Smart software implementation
- Highly qualified technical team

## ✓ Rewards

- Plenty



# Key Issues

## ✓ Near term

- Building Member directory
- Requisition of high impact articles
- Building partnership with willing companies

## ✓ Long term

- Become financially self-sufficient
- Become forefront player in Piezo market